



A Division of the American Counseling Association

NCDA Annual Membership Meeting Report

July 14, 2020

Inspiring Careers – Empowering Lives

**305 N. Beech Circle, Broken Arrow, OK 74012
www.ncda.org**

PRESIDENT'S WELCOME MESSAGE

Inspiring Innovation, Increasing Diversity, and Promoting Social Justice in Career Practice



Kathy Evans, NCDAPresident 2019-2020

NCDA has had a wonderfully productive year! As President of our great organization, I have been overwhelmed by the hundreds of thousands of hours that members of NCDA's Board of Directors, committees, councils, task forces, and commissions have devoted to making our association even better. It is with sincere gratitude to all who have contributed to NCDA's success that we share with you this Annual Membership Meeting report.

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NCDA’s fiscal year ends on September 30, 2020. At that time, all committees, councils, and commissions will have their annual reports posted to the Committee section of the website. Minutes of all Board of Directors Meetings are posted on the NCDA website under About NCDA for all members to review.

ANNUAL MEMBERSHIP MEETING AGENDA

**July 14, 2020
2020 Virtual Conference**

Call to Order	Kathy Evans, President
Approval of Agenda	Kathy Evans, President
Approval of 2019 Annual Meeting Minutes	Kathy Evans, President
Membership Report	Kathy Evans, President
Treasurer's Report	Charles Lehman, Treasurer
Nominations and Elections	Spencer Niles, Past President
Adjourn	Kathy Evans, President

MINUTES FROM 2019 ANNUAL MEMBERSHIP MEETING

Friday, June 28, 2019

7:30 – 8:30 am

River Oaks Room, Third Floor

Marriott Marquis, Houston, TX

Meeting called to order by Spencer Niles, President at 7:34am CT. Introductions and recognitions were announced.

- Introduction of the Parliamentarian, Mark Pope

We have 106 members present at this meeting, which constitutes a Quorum. A simple majority of 54 is needed to pass any motion.

Approval of the Agenda:

Spencer Niles asked for approval of the agenda and indicated that this was located in the conference program (p.54). MOTION to approve the agenda made by Natalie Kauffman, MD, seconded by Mason Murphy, TX. MOTION carries.

Approval of 2018 Annual Meeting Minutes:

MOTION to approve the minutes from last year's meeting made by Roni White, MD, seconded by Windie Wilson, TN. MOTION carries.

Membership Report:

Spencer Niles reviewed the Membership Report (p.57 in the conference program) noting that in the past year, NCDA's Board elected to stop offering free promotional membership to those who completed the Facilitating Career Development Training. Those numbers are down by about 400 since last year, however, NCDA did not lose any revenue from that program. And this past year, NCDA started Organizational Membership. Those numbers continue to rise, and we hope it will bring us sustained membership of over 5000 members in the future.

Treasurer's Report:

Brian Hutchison, Treasurer, outlined revenues and expenses for NCDA, and projected revenues and expenses for the remainder of the fiscal year. Brian shared that NCDA remains in a strong position financially. The report (p. 58 of the conference program) included a three-year comparison that did not include the current year. Conference revenues were smaller in the most recent year than in the two previous years. Beginning with the Atlanta conference in 2021, NCDA will move to rotating three city locations. Membership revenue has declined, but FCD sales have increased. The organization is in a period of change and the report reflects the Board's decisions to adapt to member needs. Recent years have been dynamic in terms of programs, membership, and attendance patterns. Investments have been made in the credentialing initiative and in updating curriculum. There was a deficit last year, but it was planned as part of the adaption and investment cycle, which is stabilizing this year. This year is expected to be a break-even year, or one that will end with positive revenues. MOTION to approve the Treasurer's Report made by Marilyn Maze, MD, seconded by Karol Taylor, MD. Motion carries.

BUSINESS MEETING

Nominations and Elections:

Past-President Paul Timmins recognized the Nominations and Elections Committee for work during the past year. The slate of candidates was presented, with biographies provided in the conference program (beginning on p.60). Paul announced that the general election will begin on July 1 and will continue through August 15, 2019. The candidates:

Candidates for President-Elect-Elect

- Ron Cathey
- Sharon Givens
- Carolyn Jones

ACA Governing Council Rep

- Lisa Severy

Candidates for Trustee – At Large

- Marty Apodaca
- Julia Makela
- Lakeisha Mathews

Trustee for Private Practice, Business/Industry & Agencies

- Courtney Warnsman

Treasurer

- Charles Lehman

Paul Timmins asked for additional nominations from the floor. MOTION by Celeste Hall, VA, to nominate Walt Lodes, MI, as a candidate for Trustee for Private Practice, Business/Industry & Agencies. Walt Lodes agreed to be added to the election ballot. Bret Anderson, CO, seconded the motion.

MOTION to close the nominations by Linda Kobylarz, CT, seconded by Evan Faidley, OH. Motion carries.

The three candidates for President-Elect-Elect were each given three minutes to outline their candidacies.

Spencer Niles explained that a runoff election for the positions of President Elect-Elect and Trustee – At Large would narrow the field of candidates to two candidates each. Voting occurred at the meeting by ballots. The results were to be announced at the second general session.

New Nominations and Elections Committee for 2019-2020:

Spencer Niles asked for two volunteers to serve on the 2019-2020 committee, which is also comprised of the three most recent Presidents. The immediate Past-President, Spencer Niles, will serve as Chair. The volunteers are: Karol Taylor, MD, and David Ford, NJ.

NCDA's Credentialing Commission:

Spencer Niles introduced, Aaron Leson, Director of the Credentialing Commission, who recognized and thanked all Commission members for their service and hard work. Aaron Leson shared that there are currently 1300 credential holders and highlighted that a new alternate pathways process is in place, which has a great deal of international interest. The Commission is closely involved in ensuring fluid handling of all applications with reliability and validity and focused on supporting all facets of career development. This year, a marketing professional was added to the NCDA staff to assist with increasing awareness of NCDA's credentialing initiative.

Approval of Pennsylvania Charter:

Spencer Niles announced a new charter from the state of Pennsylvania. Their bylaws have been reviewed by the Bylaws Committee and approved by the NCDA Board. The PACDA President and Organizing Committee were recognized for their tireless work to reorganize this state division in the past year. MOTION to approve the new charter for Pennsylvania made by James Westhoff, ME, seconded by Marie Smith, WI. MOTION carries.

Shared Values Study Update:

Spencer Niles shared that NCDA has been conducting a Values Survey over the past year. He introduced Hyung Joon Yoon, a Board Trustee, who has led this research. Hyung Joon Yoon presented project goals and progress, emphasizing the project's participatory approach and results based on members' experiences. Eight core values have been identified. Hyung Joon Yoon announced that a final survey is in progress to prioritize these values and encouraged members to participate in the survey, as well as interview opportunities with the research team being conducted at the conference.

MOTION to adjourn the meeting was made at 8:25am by Natalie Kauffman, MD, seconded by Mark Danaher, CT. MOTION carries.

MEMBERSHIP REPORT

NCDA Membership Report

June 15, 2020

Membership by Type

ACA/NCDA Members	275	5%
NCDA Only Regular Members	2459	47%
Student/New Professionals	1145	22%
Retired/Emeritus	146	3%
Organizational Members	425	8%
Life	16	0%
Promotional	815	15%
Total	5,281	100%

By Ethnicity

African American	667	17%
Asian	306	8%
Hispanic/Latino	197	5%
Native American	40	1%
White	2,570	65%
Other	196	4%
Total	3,976	100%

Method of Joining

ACA Processed Members	510	10%
NCDA Processed Members	4771	90%
Total	5,281	100%

By Region

North Atlantic	976	18%
Southern	1,766	33%
Midwest	1225	23%
Western	952	18%
International	362	8%
Total	5,281	100%

By Constituency Groups

Counselor Ed/Researcher	442	11%
Higher Ed Career Services	1,914	46%
School Counselors & Specialists	368	9%
Other	498	12%
Agencies	235	6%
Business and Industry	243	6%
Private Practice	488	12%
Total	4,188	100%

By Gender

Male	848	21%
Female	3,162	79%
Non-binary	3	0%
Total	3,976	100%

Credentials Awarded

CCC	241	13%
CCCE	12	1%
CCSCC	23	1%
CCSP	1411	77%
CMCS	106	6%
CSCDA	40	2%
Total	1486	100%
% of membership with credentials		28.1%

By Degree

Associate/Certificate	84	2%
Bachelor's	591	14%
Master's	2,789	68%
Doctorate	565	14%
Ed Specialist	96	2%
Total	4,125	100%

TREASURER'S REPORT

<u>REVENUES</u>	FY 2018-19	FY 2017-18	FY 2016-17
Conferences/Institutes	531,131	471,869	538,016
Membership Dues	310,113	280,283	321,251
Training and Education Revenue	287,103	376,650	268,570
Credentialing Commission	133,185	78,030	16,220
Publication Sales	53,219	57,984	65,686
Other Income (royalties, advertising, etc.)	38,797	42,458	41,243
Non-Member CDQ Subscriptions	33,505	31,775	46,652
Investment/Interest Income	13,775	26,054	25,622
Second Century	0	13,135	876
Total	1,400,828	1,378,238	1,324,136

EXPENSES

Program Services

Conference/Institutes	494,810	482,575	485,699
Publications	77,121	75,172	71,217
Magazine	59,052	61,779	60,705
Training and Education Expense	63,202	86,072	57,390
Credentialing Commission	127,941	92,795	56,297
Marketing/Member Services	34,655	30,455	42,230
Second Century	10,000	77,809	42,700
Journal	30,587	31,723	30,762
International Collaborations	6,172	16,700	7,820
Miscellaneous and Prof Fees	67,332	1,603	14,574
Research Grants	362	2,270	500
Technology	30,080	27,460	

Support Services

General/Administrative	370,000	424,092	451,147
Governance	135,285	132,264	119,427
Total	1,506,599	1,542,769	1,440,468

Change in Net Assets

Change in Net Assets	-105,771	-164,531	-116,332
Net Assets, beginning of the year	643,110	807,641	923,973
Net Assets, end of the year	537,339	643,110	807,641

ASSETS AND LIABILITIES

ASSETS	FY 2018-19	FY 2017-18	FY 2016-17
Cash	254,918	352,935	504,670
Marketable Securities	433,078	417,009	367,043
Acct Receivable	17,494	15,993	12,151
Pre-Paid Expenses	1,533		
Inventory	24,681	32,512	48,024
Cash/Securities restricted	0	2,970	27,511
TOTAL	731,704	821,419	959,399
 LIABILITIES			
Payables and Accrued Expenses	11,499	14,013	14,647
Deferred Revenues	182,866	164,296	137,111
TOTAL	194,365	178,309	151,758
 NET ASSETS			
Unrestricted Net Assets	537,339	566,769	733,084
Temporarily Restricted Net Assets	0	76,341	74,557
TOTAL	537,339	643,110	807,641
 TOTAL LIABILITIES AND NET ASSETS	731,704	821,419	959,399

Treasurer's Report is based on the final audit report provided by Morse & Company Consultants and Certified Public Accountants, based in Tulsa, OK.

SLATE OF OFFICERS

President-Elect-Elect

Brian Hutchison
Carolyn Jones
Lakeisha Mathews

Secretary

Julia Makela
Jacqueline Peila-Shuster
Rae Brendecke Stout

Trustee for Higher Education Career Counselors and Specialists

Mason Murphy
Catherine Voss Plaxton
Diandra Prescod

Trustee for School Career Counselors and Specialists

Celeste Hall
Sherry Williams

Brian Hutchison, PhD, LPC, CCCE

Candidate for President-Elect-Elect



Brian Hutchison is a counselor educator at Walden University and career coach/counselor/consultant through his personal brand *Global Career Guy*. As a counselor educator, Brian has demonstrated effective leadership as a Department Chair for a program of 200 students focusing on Clinical Mental Health and School Counseling. He primarily focuses on clinical and career courses in the program. As *Global Career Guy*, Brian partners with clients, practitioners, and educators from more than 40 countries around the globe.

Brian has a long history of service to NCDA and its affiliate organizations. Currently, Brian is the Founding Editor of the *Asia Pacific Career Development Journal*, a Board Member of the Asia Pacific Career Development Association (a previous NCDA affiliate), Editorial Board member of the *Career Development*

Quarterly, and a member of the organizing committee for the New Jersey Career Development Association. He is the immediate past Treasurer of NCDA, a past President of the Asia Pacific Career Development Association and the Missouri Career Development Association, past Chair of the NCDA Global Connections Committee, and graduate from early cohorts of both NCDA's Leadership Academy and Counselor Education Academy, where he continues to present each year.

Brian earned a Master's and Ph.D. degree from the Pennsylvania State University in Counseling (with a Career Emphasis). He has more than 30 publications including the book *International Practices of Career Services, Credentials, and Training Monograph* which was published by NCDA. He was the 2015 recipient of the Humanistic Advocate & Social Justice Award from the Association for Humanistic Counseling.

Goal Statement:

NCDA is at an important moment. Our organization is working to understand and adapt to issues around globalization, technology, and diversity and inclusion. Doing this, we must stay true to our core mission and values while also expanding our audience so that our tools and expertise remain relevant in a changing landscape. I have been fortunate to work in these areas both as a scholar and leader within NCDA. I will continue work to improve and advance current initiatives including the Credentialing Commission, social media and marketing, engaging coaches and career practitioners, diversity & inclusion, online engagement, and promoting State CDA's. Engagement is the one talent that I think will be most evident to membership if I am elected. I have a long history of engaging diverse constituent groups, creating meaningful online relationships, sticking with difficult work processes, and demonstrating care for young and new members of NCDA.

Carolyn Jones, MEd, CMCS

Candidate for President-Elect-Elect



Carolyn Jones is the President/CEO of CDJ Consulting, LLC. She assists her clients in non-profit agencies, organizations, and corporations as an expert in career development, team building, talent acquisition, leadership and resource development. Carolyn is serving her second year as the NCDA Trustee for State Divisions. She has an extensive professional background as a Career Center Executive Director responsible for career development services and experiential education programs. In her role as the

President of the Florida Career Development Association (FCDA) for two years, she was instrumental in re-establishing the Executive Board and increased membership by 300% during an annual term that she held for two years.

She has also served as chair and co-chair of the NCDA Ethics Committee and as a member of the Awards Committee for several years. She has authored and co-authored several articles in the Career Developments Magazine. Carolyn served as the Vice Chair of the Northern New Jersey United Way, Trustee for the Montclair American Red Cross, and as Trustee and Secretary of the State University of New York Maritime College Foundation Board, among others. She is the recipient of the State University of New York Chancellor's Award for Excellence in Professional Service. Carolyn holds a Master's degree in Educational Psychology, is an adept MBTI practitioner and has earned the NCDA Certified Master of Career Services (CMCS) credential.

Goal Statement:

My goals are focused on making a significant and comprehensive impact to increase and diversify membership and also to establish CDA charters in all 50 states. This would include collaborating with national and global members to gather and disseminate trusted content on the future of work and NCDA's role as the leading professional association in the field of career development. Additionally, I would strive to champion a culture of inclusion among all the gifted members (researchers, educators, and practitioners) who have made the pursuit of meaningful work their chosen vocation. And, I will work to consistently enhance the flow of communication within NCDA and on behalf of its members to enhance understanding, engagement, retention, collaboration and transparency.

The field of career development, like the future of work, continues to change and evolve. And, NCDA represents the professionals who spearhead innovation in the study, training and practice of career development. To be in a core leadership role at NCDA means to accept the responsibility of advocating for the profession and consistently earning the trust of the membership and the public at large.

Lakeisha Mathews, CCSP, GCDF, CPRW

Candidate for President-Elect-Elect



Lakeisha Mathews is a dedicated career services practitioner with a passion for helping professionals build their brand and achieve their dreams. She currently serves as the Director of the Career & Internship Center at the University of Baltimore and is also the Owner and Primary Career Coach for her company, Right Resumes and Career Coaching, LLC. Lakeisha holds a B.A. in Communication from the University of Maryland at College Park, a M.S. in Human Resources from Towson University, and is currently pursuing her Ed. D in Higher Education Leadership from Wilmington University.

Lakeisha serves on the NCDA Board as Trustee-at-Large and previously served as the Trustee for Higher Education Career Counselors and Specialists.

Lakeisha also holds several industry certifications including the Certified Career Services Provider, Global Career Development Facilitator, and Certified Professional Resume Writer and Career Coach. Lakeisha co-authored the book *Find Your Fit: A Practical Guide to Landing a Job You'll Love* published by ATD and has been featured in several online publications.

Lakeisha served as the President of the Maryland Career Development Association (MCDA) from 2011 – 2012. Under her direction MCDA was honored with the 2012 NCDA Southern Region Award and launched its first Tech Café as part of their 2012 state conference. Prior to her presidency, Lakeisha served as the National Career Development Month Chair for MCDA and launched the chapter's first annual Poetry/Poster contest which produced national contest winners. She received the 2012 MCDA President's Award for her work with the contest. She is also an alum of the NCDA Leadership Academy, Class of 2012 and was chair of the NCDA Career Development Month Committee in 2016.

Future Contributions & Personal Statement:

As a seasoned career development professional and long-term member of NCDA, I aim to help NCDA define, operationalize, and achieve our strategic priorities. This includes continuing to grow competency-based credentials, developing a culture of planning and outcomes assessment, working to enhance and expand in-person and virtual professional development opportunities, ensuring the needs of all membership constituency groups are heard, and broadening international outreach to increase membership. I will bring a spirit of innovation, creativity and collaboration to merge the past with the future and ensure that all members are equally valued and have a voice. My focus will also be on social justice and equity within our organization and among the populations that we serve. Finally, I will be a future thinking leader, helping to secure NCDA's future as the premier career development organization globally.

Julia Makela, PhD

Candidate for Secretary



Julia Makela is the Associate Director for Assessment and Research of The Career Center at the University of Illinois at Urbana-Champaign. With more than 20 years of experience in career development, Julia's work focuses on helping career practitioners bring out the best in their programs and services. In 2019, Julia was recognized as a *NCDA Fellow*, acknowledging her scholarship, leadership, and contributions to NCDA.

Julia specializes in facilitating practitioner-engaged program assessments that gather evidence to inform and continually enhance career development practice. She develops resources and builds communities to communicate the value of career services. Julia is the lead author of NCDA's program assessment monograph,

Learning outcomes assessment step-by-step: Enhancing evidence-based practice in career services, as well as various assessment-related journal and professional association publications. She also established and maintains the *Assessment and Research in Career Services (ARCS)* Network, which facilitates conversation and collaboration among career services professionals nationwide who are engaged in assessment and research within practice environments.

For NCDA, Julia serves as a member of the *Ethics Committee* (2005-present; Chair 2009–2012). She assisted with two revisions of the *NCDA Code of Ethics* (2007, 2015), led the conceptualization and development of the *Ethics in a Nutshell* column in the *Career Developments Magazine* (contributing 11 articles in 10 years), wrote two NCDA ethics case study monographs (2009, 2017), and more. Julia is also a member of NCDA's *Publications Development Council* (2012-present), helping to identify, review, and share resources to enhance practice across our field.

Julia earned a Ph.D. in higher education from University of Illinois, a M.S. in counseling from Florida State University, and a B.S. in computer science from Cornell University. She was a member of the inaugural *2006-2007 NCDA Leadership Academy*.

Goal Statement:

I have dedicated my career to exploring and communicating the value of career services. As a member of the NCDA Board, I look forward to additional opportunities to highlight evidence of the value of career services on a national scale, as well as to share efforts to improve the quality of the work that we do. To accomplish this, I would continue to embrace a collaborative leadership style in liaison work supporting association committees and task forces. I would actively participate in Board discussions and listen to membership needs, recording input in ways that provide high-quality information for decision-making. I most look forward to communicating the good work and future directions of our association in order to bolster our foundations and contribute to the continuing vitality of the career development field.

Jacqueline Peila-Shuster, PhD, LPC, NCC

Candidate for Secretary



Jacqueline (Jackie) Peila-Shuster is an Assistant Professor in the Counseling and Career Development graduate program at Colorado State University in Fort Collins, Colorado. She teaches four courses in career development, supervises counseling internship and practicum, and serves as the Program Coordinator and coordinator of the Career Counseling specialization. She was a member of the 2017 NCDA Counselor Educator Academy, has over 15 refereed publications focused on career development and counseling, contributions to NCDA publications, and has regularly presented at NCDA over the years. Furthermore, she is honored to be faculty with the Career Construction Network as well as a humble recipient of the Colorado Career Development Association's Rich Feller Leadership Award.

Jackie received her Ph.D. in Education and Human Resource Studies with a focus on Counselor Education and Career Counseling. She also has a master's degree specializing in Counseling and Career Development and a B.S. in Occupational Therapy.

Goal Statement:

My goal in serving NCDA is to help us construct a positive future that connects to the richness of our past. Much like career construction, I want to help us tell and hear our stories in ways that can connect our past to our present and will give us meaning and direction as we construct our future. Furthermore, we must find ways not only to hear ALL voices, but also to understand whose voices have not been considered but MUST be. That is the only way we can connect our past roots in social justice to our future possibilities in a manner that will propel us forward into a world that demands NCDA be a leader in advocating for inclusive excellence and justice.

I have earned the reputation of being a dedicated and collaborative leader who is diligent and willing to go above and beyond in everything I do. I am also people-focused, authentic, and compassionate as I draw others out to gain new perspectives, consider all voices, and make collaborative decisions. I have long been truly touched by the people in NCDA who care so much for each other and for the work we do. NCDA has proven to be my professional home and family with the power to refresh and renew my commitment to walk alongside individuals as they design their careers and lives. Thus, it is with deep humbleness and gratitude that I seek the nomination for the NCDA Board position of Secretary.

Rae Brendecke Stout, MA, LPC, CCC

Candidate for Secretary



Rae Stout is a certified career counselor (CCC) and licensed professional counselor working in the state of Colorado. She specializes working in higher education settings, with almost 10 years of combined experience at an urban community college and a four-year university system. At the community college, she spent four years working with non-traditional students, including three years of working under an NSF-funded grant focused on retaining non-traditional students in STEM areas of study. Rae sees herself as both an educator and a career counselor, as she also teaches career development courses at the undergraduate- and graduate-level and provides clinical supervision for graduate students and new professionals. She also participated in the pilot program of the CCC credential and is a volunteer for the NCDA Credentialing Commission.

Rae's passion lies in working with under-resourced populations and areas. She has developed and presented on career concerns for special populations like LGBTQ+ individuals, DACA recipients, international students, and justice involved individuals.

She also held an active role on the Colorado Career Development Association's board and with NCDA.

- Served as an events coordinator, president, secretary, and currently interim treasurer. Under her leadership, the biannual conferences garnered attendance of more than 125+ individuals from all over the state as well as neighboring states with less access to professional career development.
- NCDA Leadership Academy member. Completed a collaborative project with representatives from New York and New Jersey to help NCDA board understand state CDA resources and lack of resources.
- 2+ as member of NCDA's State Leadership Advisory Group (SLAG) and now serves on the NCDA Government Relations Committee.

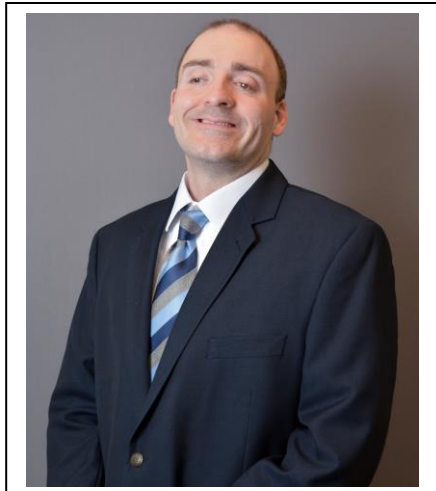
Through these experiences, her focus remains on serving diverse populations and establishing equitable access to quality career development for both clients and trainers. On a regional- and national-level, she became the go-to person for questions about establishing and strengthening career development associations and local resources.

Goal Statement:

My goal, as NCDA Secretary-elect, is to focus on the mission of NCDA, while honoring the historical context of the organization through proper collection and dissemination of information. My strengths of communication, input, and context shine in roles that provide support, and I will bring that to NCDA. It is my hope to provide support and quality information-sharing to inspire and empower NCDA members to best serve their clients and constituents.

Mason Murphy, PhD, CMCS

Candidate for Trustee for Higher Education Career Counselors and Specialists



Areas Of Service Within NCDA - Field Editor – Career Convergence, Associate Editor – Workplaces Section – Career Convergence, Chair, Leadership Academy Development Committee, Leadership Academy Participant, Credential Commission – Marketing Task Force, International Student Services Committee, Committee on Nominations and Elections, Committee on Diversity Initiatives and Cultural Inclusion, Conference Volunteer & Presenter

Higher Education Experience and Education - Sixteen plus years working as a career counselor at four institutions focusing on special populations which include first-year, first-generation, low income, students with disabilities,

international students, foster care students who have aged out, and LGBTQIA+ students, I am a Certified Master of Career Services – NCDA, Doctor of Philosophy – Adult, Professional, and Community Education (Pursuing) – Texas State University, Master of Professional Counseling – Completed 46 hours of coursework – Texas State University, Master of Public Administration – Arizona State University, Master of Education – College Student Affairs – Azusa Pacific University, Bachelor of Arts, Communications/Journalism – Malone University

Additional Leadership Roles - Chair, Career Advising Knowledge Group (SoACE), Grant Reviewer – National Institute on Disability – U.S. Department of Health & Human Services, Article Reviewer – International Journal of Education and Vocational Guidance, Candidate – City of San Marcos, TX – City Council, Chaplain – Rapid Response Team – Billy Graham Association, Member – San Antonio Colleges and Universities Career Centers Association (SACUCCA), Conference Volunteer & Presenter (SoACE, COSD, SACUCCA)

Publications and Current Research - I have had articles published in both Career Convergence and Career Developments. Research includes Career Transitions in Adults – A Qualitative Study on Issues and Trends, Leadership Perspectives on Adult Career Development – A Qualitative Study, Adults Coping with Vision Loss – Strategies in Career Change Management Workshop, Grand Canyon Leadership Experience – Travel & Tourism for the Visually Impaired, Blind, & Sighted

Goal Statement & Leadership Qualities - I am seeking this role, because I would like to continue to incorporate the NCDA Core Values that have been indicted by the membership as important. These eight values include Accountability, Professionalism, Competency, Integrity, Inspiration, Innovation, Community, and Diversity and Inclusion. Furthermore, I seek this role to be an advocate for members' concerns. The National Career Development Association has a bright future, and I would like to lead within the organization throughout the next decade. I believe if there is one word to describe my leadership style it is: quiet. I am someone who listens and observes, and then asks thoughtful and engaging questions. I always seek to understand others point-of-view. I believe everyone brings value to an organization. I feel I can always learn something new from everyone I meet.

Catherine Voss Plaxton, EdD, PPSC

Candidate for Trustee for Higher Education Career Counselors and Specialists



As San José State University's Interim Associate VP for Student Services and Career Center Director, I lead five functional areas that foster academic and career success for all students. I am proud to serve the Silicon Valley's only public university, an urban campus that's among the nation's most ethnically and socioeconomically diverse. As Career Center Director, I've aimed to resolve the discrepancy between student intention to leverage a college degree for career opportunity and relatively low student engagement in career-preparation activities. I've led my team to reshape career-education delivery, emphasizing broad access, convenience, and campus partnerships. I've trained counselors to integrate learning sciences, behavioral sciences, and eLearning techniques. Because SJSU is on the front line of efforts to increase diversity in tech companies, I've invested in underserved students' social capital through tailored career-development programs, including the campus' first

large-scale, professional-mentoring program tapping Silicon Valley alumni connections.

In previous roles, I led global talent-development and information-technology functions in diverse corporate and non-profit organizations. From these experiences, I've developed a mix of human- and organization-development strategies to foster learning and behavior change in large populations. I earned an MA in Counselor Education and EdD in Educational Leadership from San José State University. I also received an MA in Human Resources and Organization Development from University of San Francisco. My doctoral research, which explored the impact of behavioral-design incentives on student engagement in professional development, was selected for presentation at the American Educational Research Association's 2020 Annual Meeting. I would like to serve NCDA membership by focusing association efforts on three, interconnected goals:

1. ***NCDA must advocate for broad access to career opportunity.*** At SJSU, I have had a close view of the dynamics driving socioeconomic disparity. I have developed programs to address that disparity. I would like to help generate national strategies that grow career opportunity for all.
2. ***NCDA must inspire career-development approaches that acknowledge trends in environmental degradation and artificial intelligence.*** My professional experiences include consulting on sustainable business practices and speaking on the future of work. I believe NCDA must lead in illuminating and legitimizing career pathways that preserve the environment and human agency.
3. ***NCDA must foster new competencies in career counselors.*** The recruiting process is increasingly digital, skills-focused, and emergent. I and my team have collaborated with LinkedIn, Business Roundtable, and Education Design Lab to explore how competency-based assessment and learning can foster broad student career readiness. I'd like to help career counselors apply learning sciences, behavioral sciences, and eLearning to adapt to this reality.

Diandra Prescod, PhD, LPC, NCC, CCSP

Candidate for Trustee for Higher Education Career Counselors and Specialists



Diandra J. Prescod is an Associate Professor of Counselor Education and Program Coordinator of School Counseling at the University of Connecticut. She served as Program Coordinator for Penn State University's career counseling program from 2015-2020. From 2019-20, Diandra served as Secretary and is a Charter Member for the Pennsylvania Career Development Association (PACDA) organizing committee. She is a Facilitating Career Development Instructor and has been teaching career planning, counseling, and development courses for the past 9 years.

Diandra's research focuses on career development interventions for STEM students and women/students of color in higher education. She has delivered over 50 national/international presentations focusing on career development theory and practice. Her work has been published in many national journals including the

Career Development Quarterly, Journal of School Counseling, and Journal of Employment Counseling.

Diandra received her master's degree in mental health counseling from Monmouth University and her doctorate from the University of Central Florida. She was awarded with the New Professional of the Year Award from the North Atlantic Region Association for Counselor Education and Supervision (NARACES) in 2018. In 2016 and 2017, Diandra was selected to be an Emerging Leaders Fellow for both the regional (North Atlantic) and national chapters of the Association for Counselor Education and Supervision.

Goal Statement:

NCDA stands on a firm foundation and although the nation is facing unprecedented times, this is a moment for us to continue our mission and truly have an impact. As a Trustee, I will show others my passion for career development, and hopefully excite others about NCDA and the wonderful sense of community it offers. Having a vision allows us to think ahead and have something to work towards. NCDA is an organization that individuals should remain excited about and inspired by; we remain on the cutting edge of innovation in career development. I would like to add to the vision of the organization and think about how this constituency group can collaborate with other groups, and incorporate ideas of diversity, inclusion, social justice and advocacy.

Celeste J. Hall, MEd, CCSP, GCDF, SCDA

Candidate for Trustee for School Career Counselors and Specialists



Celeste Hall is a Facilitating Career Development and School Career Development Advisor Training Instructor, working with the Virginia Community College System providing training and support to a state-wide career coaching program for students in high schools and community colleges. Her education career includes teaching and roles as a school counselor and career counselor in high schools and a technical center. She served on the Advisory Council for FCD training representing K-12 and was a major contributor to the chapter focusing on K-12 in the most current SCDA curriculum. Through the years in addition to NCDA, Celeste has been involved in the Virginia Career Development Association (VCDA), the Virginia Counselors Association and the Virginia School Counseling Association. She has served as president of VCDA and currently is the Treasurer.

Celeste earned her undergraduate degree in History from The College of William and Mary. She currently holds teacher licensure in Virginia in School Counseling. Her master's degree in school counseling is from Virginia Commonwealth University where she taught the master's level course on career development as an adjunct. She was a National Board-Certified Teacher in the school counseling area from 2006 until 2016 and was the recipient of the Secondary School Counselor of the Year award from the Virginia School Counselors Association in 2000.

Goal Statement:

The SCCS constituency makes up roughly 10% of NCDA's membership. It is my belief, that this statistic does not adequately represent the importance of the contributions made by those who provide career development services in K-12 schools. A focus on K-12 is essential for our organization to address issues related to the Future of Work and preparing the next generation to thrive in their work and life. We must inform more career practitioners who work in K-12 about the ways that NCDA will benefit their work and enrich their lives. In recent years on the Board, I have worked with the Training and Education Council and the Credentialing Commission to ensure that instructors with K-12 experience were trained to deliver the new SCDA curriculum and to provide the opportunity for those working in K-12 to earn a credential that demonstrates their competency. I have followed the work of the Coalition for Career Development to advocate for School Career Development Advisors in every middle and high school. The recent Counseling for Career Choice Act with bipartisan support is another indicator of the current focus on the need for more career development in K-12. My goals include continued support for professional development opportunities that meet the needs of our constituency, expanded support for the Poetry/Art Contest, which is one of our signature initiatives and continuing to equip those who work in schools to be change agents working to infuse much-needed career development programming. I pledge to continue to listen to your ideas and concerns and to always keep the needs of our members in the center of every thought and vote that I cast as a Trustee of the NCDA Board of Directors.

Sherry Williams, MEd, LBSW, GCDFI, MBTI Step 1 & 2, CMCS, CSCDA

Candidate for Trustee for School Career Counselors and Specialists



Sherry has provided targeted direct services to students and adults for more than 35 years working in state government, the private sector, K-12 education, and higher education. Jobs within her career have included social worker for people with developmental disabilities at Babcock Center (1985 - 1991); abuse investigator for vulnerable adults and Director of Social Work and Community Relations for the SC Department of Disabilities and Special Needs (1991 - 2000); a career counselor at Piedmont Technical College (2001-2005); career specialist in Lexington School District Two (2005 - 2007); Career Specialist Liaison with the SC Department of Education (2007 - 2014); she joined Lexington School District One as a career specialist in 2014 and in 2015 was promoted to Coordinator of

Leadership Curriculum and Work-Based Learning where she supervises the career specialists who ensure that 27,000 students receive career awareness, exploration and guidance services and are career and college ready. She is a subject matter expert of the Education and Economic Development Act of 2005 which propelled career development in the state of South Carolina, placing career specialists in all public middle and high schools, and is an instructor of the CCE GCDF curriculum and the NCDA FCD and SCDA curriculums. A member of SCCDA, the 2019 NCDA Emerging CDA of the Year, Sherry is the current President and on May 1, 2020, will transition to Past President.

Goal Statement:

My goal in the position of NCDA Board Representative for the K12 constituency is to provide opportunities to collaborate and share resources. The only thing constant is change. The changing landscape of careers keeps the career services provider busy with industry and generational changes as we teach our clients cultural elasticity and the agility to reinvent themselves. With so many factors affecting a career choice, the career service provider has to be a lifelong learner in order to share relevant resources with their clients. Leadership experts such as John Maxwell, Brene Brown, Kouzes & Posner, and others, remind us that leadership requires a vision, the ability to lead-up, and willingness to make mistakes. I look forward to implementing my vision of collaborative e-meetings with our NCDA membership where career development professionals will learn and use their leadership skills. Constituents will be empowered to share best practices with each other to promote career awareness at the elementary level, career exploration in the middle level, and career guidance at the high school level.

We hope to see you next year!

